Marketing:		
Lodging Operations		
Course Code # 5026		
1 Credit_____2-3 Credits____		

School Year_____

Term:____Fall____Spring

Student:	Grade:
Teacher:	School:
# of Competencies in Course: 1 credit = 34, with Work-Based Learning = 39	
# of Competencies Mastered:	
% of Competencies Mastered:	

Standards to be completed for 1 credit are identified with one asterisk(*). A work-based component for 2-3 credits is identified by two asterisks (**).

*Standard 1.0 The student will explore the nature and scope of the lodging industry.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Analyze the history of the lodging industry		
1.2	Relate the evolution of the lodging industry to today's economy		
1.3	Distinguish between the different types of lodging		
1.4	Recognize the wants/needs of the different guests		
1.5	Employ terminology used in the lodging industry		

*Standard 2.0 The student will analyze various career opportunities within the lodging industry.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Illustrate the various departments of lodging organization		
2.2	Compare the organization structure of large and small lodging establishments		
2.3	Examine various career opportunities within the lodging industry		
2.4	Determine educational and training requirements in the lodging industry		

*Standard 3.0 The student will assess the function of economics as it relates to the lodging industry.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Use basic economic terms and concepts		
3.2	Distinguish between the different types of economic systems to the impact on lodging trends		
3.3	Interpret the impact of lodging on the local and global economy		

*Standard 4.0 The student will interpret ethical, legal, governmental and safety considerations in conjunction with lodging industry standards.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Assess the responsibilities involved in the employer/employee relationship		
4.2	Examine the value of ethical responsibilities as they apply to the lodging industry		
4.3	Investigate current laws which govern the lodging industry		
4.4	Interpret safety and security practices used in the lodging industry		

*Standard 5.0 The student will demonstrate interpersonal and employability skills required in the lodging industry.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Develop skills needed for job application, job interview, advancement and growth		
5.2	Practice time management skills		
5.3	Demonstrate professional dress standards		
5.4	Demonstrate appropriate communication skills needed in the lodging industry		
5.5	Analyze the critical aspects of image as it relates to building positive customer relationships		

**Standard 6.0 The student will practice industry-related business skills.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Locate on a map and/or globe various geographical locations		
6.2	Calculate math transactions performed in the lodging industry		
6.3	Demonstrate necessary skills related to technology used in the lodging industry		

| 6.4 | Demonstrate reading and writing skills necessary for the lodging industry | | |
| 6.5 | Examine approaches to the negotiation process | | |

*Standard 7.0 The student will examine marketing strategies utilized in the lodging industry.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Compare marketing strategies within the lodging industry based on a target market		
7.2	Relate a particular marketing strategy to a specific type of lodging		
7.3	Evaluate a specific marketing strategy		

Standard 8.0 The student will demonstrate leadership, civic consciousness and communication skills.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Demonstrate involvement in DECA activities		
8.2	Value efforts of civic consciousness		
8.3	Develop leadership and communication abilities through class-related activities of DECA		

*Standard 9.0 The student will demonstrate the integration of related subject matter to marketing applications.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Write formally in reports, narratives and essays		
9.2	Read and interpret technical manuals		
9.3	Design oral presentations		
9.4	Evaluate geographic, sociological and economic factors relating to the industry		
9.5	Apply algebraic formulas while solving problems		
9.6	Estimate probabilities and predict outcomes		
9.7	Read and interpret graphs, illustrating quantitative data		

Additional comments:

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